

Message Text

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PAGE 01 ANKARA 02466 021256Z

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ACTION NEA-12

INFO OCT-01 ISO-00 CIAE-00 EB-05 INR-10 LAB-02 NSAE-00

PA-02 RSC-01 SIL-01 PRS-01 DRC-01 /036 W

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P R 020909Z APR 74

FM AMEMBASSY ANKARA

TO USDOC WASHDC PRIORITY

SECSTATE WASHDC 3482

USIA WASHDC

AMEMBASSY ATHENS

AMEMBASSY BEIRUT

INFO AMCONSUL ADANA

AMCONSUL ISTANBUL

AMCONSUL IZMIR

UNCLAS ANKARA 2466

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: IZMIR INTERNATIONAL TRADE FAIR - 1974

REF: ISTANBUL 0806

1. EMBASSY WOULD APPRECIATE USDOC CONTACT FOLLOWING FIRMS
REGARDING PARTICIPATION IN IZMIR INTERNATIONAL TRADE FAIR
(SEE REFTEL- PARA. 3.E.):

A. DAMON OEC DIVISION - INTERNATIONAL EQUIPMENT COMPANY
300 SECOND AVENUE, NEEDHAM HEIGHTS, MASS. 02104
(TEL: 617/444-6700).

THIS FIRM'S AGENT, OZKUR COMPANY, ANKARA, WISES TO EXHIBIT
DAMON "CENTRIFUGES" - CUSTOMS TARIFF NO. 84.18.20 - AND WANTS
\$10,000 OF AMERICAN PAVILION QUOTA ALLOCATION. EMBASSY TOLD
BY AGENT THAT U.S. FIRM APPARENTLY DOES NOT UNDERSTAND FINANCIAL
ASPECTS (E'G. U. S. FIRM SHOULD REMIT 1.5 PERCENT OF ALLOCATION
AS ITS SHARE OF PARTICIPATION FEE), AND SHOWS NO INTEREST IN
TRANSACTING BUSINESS UNDER FAIR AND AMERICAN PAVILION REGULATIONS.
USDOC REQUESTED EXPLAIN TO DAMON ADVANTAGES PARTICIPATION IN FAIR
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PAGE 02 ANKARA 02466 021256Z

AND URGE U.S. FIRM COOPERATE WITH AGENT'S EFFORTS PROMOTE SALE

DAMON PRODUCTS IN TURKEY.

B. USDOC REQUESTED CONTACT ROBERT MCLELLAN, EX-USDOC ASST. SEC. AND NOW VICE PRESIDENT OF FMC MACHINERY INTERNATIONAL, PRUDENTIAL PLAZA, CHICAGO, ILL. (TEL: 312/245-5130) AND URGE COOPERATIVE PARTICIPATION WITH USDOC AND AGENT OPALIT, ANKARA, IN MOUNTING OUTSTANDING FMC MACHINERY EXHIBIT AS FEELS BEST KNOWN U.S. FOLD MACHINERY SUPPLIER THIS GROWING MARKET. OTHER CATEGORIES OF FMC MACHINERY COULD ALSO BE EXHIBITED FOR PROMOTIONAL PURPOSES. DOES FIRM HAVE PRODUCTS THAT MIGHT QUALIFY FOR SPECIAL QUOTA UNDER NEW TECHNOLOGY?

C. CINCINNATI MILACRON LIMITED HAS GROWING MARKET TURKEY FOR ITS MACHINE TOOLS. PLEASE URGE FIRM TAKE ADVANTAGE AMERICAN PAVILION TO MOUNT ACTIVE WORKING EXHIBIT. WE UNDERSTAND FIRM HAS NEW PRODUCTS SUITABLE FOR NEW TECHNOLOGY EXHIBIT AND ELIGIBLE FOR LARGE NEW TECHNOLOGY QUOTA. JAMES PETTER, FIRM'S REGIONAL SALES MANAGER, NICHOLSON HOUSE, NICHOLSON WALK, MAIDENHEAD, BERKSHIRE, ENGLAND, DISCUSSED PARTICIPATION WITH COMAT AND CONGEN ISTANBUL BUT COULD USE HEAD OFFICE SUPPORT.

D. AMERICAN HOSPITAL SUPPLY CORPORATION, 2020 RIDGE AVENUE, EVANSTON, ILL. 60201 -TEL: 312/866-7200 - PLANS TO EXPAND PRODUCT SALES IN TURKEY. THIS AND POSSIBLE PARTICIPATION IN IZMIR FAIR DISCUSSED DURING RECENT VISIT OF DAVID ANDERSON, FIRM'S ASST. INTL. ATTORNEY. HE WILL DISCUSS FAIR WITH AHSC'S MARKETING MANAGER ON RETURN TO USA. MEANWHILE USDOC PLEASE URGE AMERICAN HOSPITAL SUPPLY CORPORATION TO UTILIZE AMERICAN PAVILION AT IZMIR FAIR TO INTRODUCE AND PROMOTE ITS SPECIALTY HOSPITAL AND MEDICAL EQUIPMENT IN TURKEY.

E. WE WOULD LIKE 3M CORPORATION TO HAVE WELL ORGANIZED CONSOLIDATED BOOTH IN AMERICAN PAVILION. PLEASE ASK FIRM TO ASSIST REGIONAL REPRESENTATIVE, 3M MIDDLE EAST, GEFINOR CENTER, BEIRUT, LEBANON, TO COORDINATE 3M EYE-CATCHING PROMOTIONAL EXHIBIT AT IZMIR FAIR.

F. RECENTLY GIL WAYNE, PRESIDENT FMC CORPORATION, MUNICIPAL AND INDUSTRIAL SERVICE EQUIPMENT DIVISION, 1201 EAST LEXINGTON ST., POMONCA, CA. (TEL: 714/629-4071) VISITED COMAT WITH TURKISH UNCLASSIFIED

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PAGE 03 ANKARA 02466 021256Z

AGENT AND EXPRESSED INTEREST IZMIR FAIR PARTICIPATION. PLEASE CONTACT AND URGE STRONG EFFORT SHIP AND EXHIBIT WAYNE PRODUCTS COOPERATIVELY WITH AGENT.

2. FOR BEIRUT: PLEASE CONTACT SELIM B. SAMMAN, ADVERTISING COORDINATOR, 3M MIDDLE EAST (TEL: 340001) AND REMIND HIM CONVERSATION HE HAD WITH COMAT MEYER RE CONSOLIDATED AND TURKISH DISTRIBUTOR 3M EXHIBIT IN AMERICAN PAVILION IZMIR. URGE SAMMAN

TO TAKE QUICK NECESSARY ACTION.

3. FOR ATHENS AND BEIRUT: WOULD APPRECIATE INFORMING EMBASSY
AND CONGEN ISTANBUL WHAT ACTION YOU ABLE TAKE RE REFTEL PARA. 5
REQUEST.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ANKARA02466
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740073-0040
From: ANKARA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740475/aaaacrcf.tel
Line Count: 121
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: ISTANBUL 0806
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 21 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 MAR 2002 by averetam>; APPROVED <16 DEC 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IZMIR INTERNATIONAL TRADE FAIR - 1974
TAGS: BEXP, TU
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005